



*Schools of Hope*

*Patron: Lord Alastair Aberdare*

## Company Proposal

ChallengeAid was formed in 2005 by Iestyn Thomas and a group of former rugby playing friends and colleagues. It currently operates 43 Schools of Hope (SoH) in Kenya & Tanzania. A School of Hope is a centre of learning for aspirational young people living in informal slum settlements who may not be able to attend school during the day due to family or work commitments. These home-work clubs which are open during evenings, weekends and holidays offer an alternative and complementary form of schooling as well as a unique long-term sustainable solution to the provision of education that does not create a culture of dependency. In addition to providing up to date Kenyan syllabus textbooks in a suitable learning environment ChallengeAid also provides life-skills education and the opportunity to participate in sports, music & drama, chess and debating practices and tournaments for over 3,000 young schoolchildren. We would like to invite your company to become part of our sustainability programme once a SoH has been created. Many charities create dependency, but we believe that we empower individuals and families and making our SoH's more self-sustaining is always our aim. A SoH would normally cost £6,000 over 3 years to set up but **our proposal is that your company would have a direct relationship with an already established SoH as the named sponsor and would be responsible for sustaining that SoH for the sum of only £1,000 a year. In return** - the SoH would bear your company name as its primary sponsor.

Although not obligatory, we would hope that the relationship/partnership would have some longevity and was not just a one off.

We will provide a quarterly newsletter updating you as to the work that has been undertaken by your SoH, the progress of the students and the activities that have been undertaken. You know exactly how much your contribution would be each year – and this can be raised by your employees by undertaking a challenge of their choice which we can assist you with – **none** of the money raised through exercise or Challenges is used for admin purposes.

ChallengeAid would welcome any of your staff who may wish to visit during their holidays or who may even want to do any volunteering work for a few days and may even wish to combine their visit and undertake a global challenge such as climbing Mt. Kilimanjaro.

We can help you to build an awareness of your staff that they are making a difference to the plight of young people living in horrendous conditions in some of Africa's largest and worst slums through your Corporate Social Responsibility policy.

This can be a flagship statement about the philanthropy with which your company is involved.

Please visit our website for more details about ChallengeAid and all the work that we undertake and the Challenges available or please do not hesitate to contact Iestyn Thomas at the number or email address listed below.

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